



ELSI 2Link

Recreational Licenses and Vehicle Registrations for Iowans

October 2008

Issue 2

Welcome to the second edition of the **ELSI 2Link** newsletter. This publication is provided by the Iowa Department of Natural Resources to inform license agents of upcoming changes to Iowa's electronic hunting and fishing license sales system. Past issues of this publication may be found online at: <http://www.iowadnr.gov/license/elsi2.html>.

Why switch to an Internet-based Licensing Sales System?

ELSI sells all hunting and fishing licenses successfully, but the existing technology is old, not always fast, and has trouble keeping up with today's licensing sales needs. ELSI 2 will speed up the sales process considerably. To understand how, consider how ELSI and ELSI 2 work.

How ELSI Works

The existing ELSI license sales system consists of an in-store programmable terminal connected by a phone line to a host computer in Jefferson City, Missouri. During a sale, sales agents enter the customer's date of birth, social security number, Iowa DNR customer number or scan an Iowa driver's license into the terminal, then select the privileges the customer wishes to buy. This information is stored in the terminal until the last privilege is selected. The terminal then dials the host computer. If a connection is made, the customer's record is found and checked to determine his or her eligibility to purchase the privileges selected. It also determines the availability of those privileges (i.e. checks quotas, season restrictions, etc.). If everything is okay, the information is returned to the agent terminal. The agent may then edit the customer's address and print the license. If everything is not okay, (i.e. quota is filled, customer is ineligible to purchase, etc.) the sales process must start over from the beginning.

How ELSI 2 Will Work

ELSI 2 will be web based and operate real time (connected via the Internet directly to the computer database as you are entering information).

After an agent scans or enters a customer's identifying information, the customer's personal information will rapidly be pulled from the host database and appear on the touch screen. The agent will be able to edit select customer record fields (i.e. address) right on the screen. The customer's social security number will never appear on a screen or license after the initial data entry.

After accepting the entry of a new customer or matching the identification of an existing ELSI 2 customer, the database will automatically compile the customer's status – including, state of residence, prior purchases, landowner status, etc. – to determine which licenses may be purchased. The license selection screen that appears for the agent will show only the privileges the customer is allowed to purchase at that time. It will not be possible to sell someone a license they are not eligible for unless their personal information is entered fraudulently. As soon as the license selections are complete you will be able to print licenses.

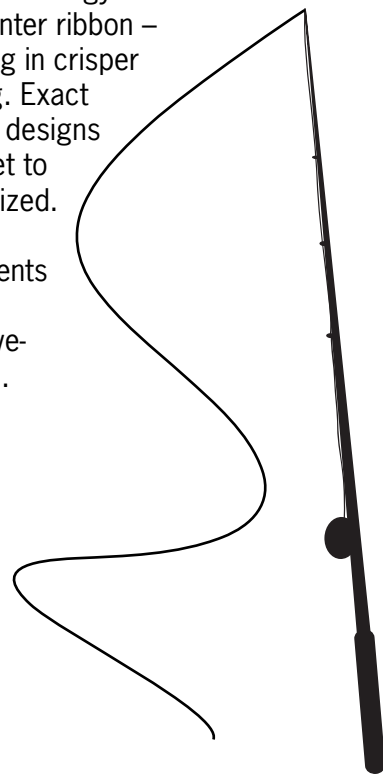
If you want to see, in general, how this process will work, go to the current ELSI Internet license sales page at <http://www.iowadnr.com> and click on "Buy Your Hunting and Fishing License" to go through the purchase process. The ELSI 2 sales process will be very similar.

The Equipment

The improvements planned for ELSI 2 start with the equipment. In place of the existing terminal, key board, two printers and three license papers, ELSI 2 requires only a Touch Screen monitor, a single printer and one license paper. Fewer cables will be required and agents should find a need for less counter space (depending on how you set up the equipment). All licenses, tags, permits and agent sales reports will be printed on one paper.

The Touch Screen is 13" x 11" with base foot print similar to a flat screen computer monitor.

The system will utilize a Datamax Direct Thermal printer with a foot print measuring 8" x 10". This new printer uses technology that eliminates the use of a printer ribbon – resulting in crisper printing. Exact license designs have yet to be finalized. All documents will be adhesive-backed.

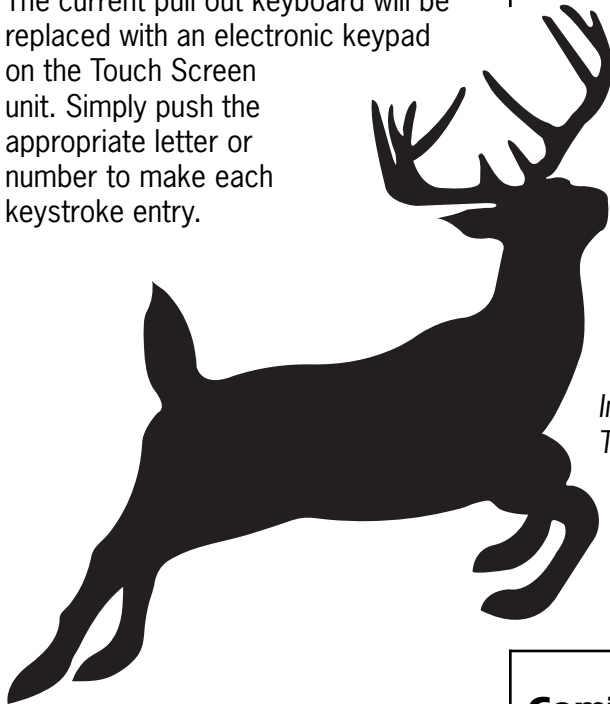


Barcode Readers

Most documents printed by ELSI 2 will include a barcode that identifies the customer. After their first ELSI 2 purchase, customers will have the option of providing agents with a previous ELSI 2 license or their Iowa driver's license to scan with the system's barcode reader, (a date of birth, social security number, driver's license number or DNR customer number can alternatively be entered manually). When the customer's record is located, the system will show the customer's personal identification information for the agent to check or edit, as necessary.

Keyboards

The current pull out keyboard will be replaced with an electronic keypad on the Touch Screen unit. Simply push the appropriate letter or number to make each keystroke entry.



Paper

The license paper will have a new finish, resulting in crisper printing and less mess with changing rolls.

One paper for everything means less storage and fewer reorders. ELSI 2 has its own internal supply order system; simply push a few keys to reorder paper.

Internet Access

Internet access has become a fact of life for most businesses in the electronic age. According to DNR's Agent survey in 2007, 83% of agents have Internet access and two-thirds have high speed connections.

ELSI 2 will likely work most optimally with high speed Internet service. If you do not have Internet access or are still using dial-up, you might consider this a good reason to obtain or upgrade to high speed service.

The Department's contractor will be conducting a phone survey of every existing agent to determine your specific Internet connection situation. The Department will be sending you a letter with more specifics regarding this survey.

ELSI 2 Agent Costs

Current ELSI agents have already paid a \$250 damage deposit. The Department is reviewing policy as related to deposits and deposit fees. More information will be released as policy is finalized. As part of the transition, the Department will likely be requiring existing agents to sign a new agreement contract to update contact information and terms of equipment use. The new contract may require agents to have a broadband/ high speed Internet connection.

Other Improvements in ELSI

The system will contain Help screens and a messaging system that will provide instant assistance on common problems and notifications about approaching events.

The intuitive nature of the sales screens should result in fewer reversals and voids because an incorrect privilege was selected.

Agents will be able to sell multiple antlerless deer privileges for the same season and county on a single transaction.

The web based programming structure will eliminate the need for the existing download process.

Coming Up

In next month's edition of **ELSI 2Link**, we hope to share some examples of what typical screen layouts may look like for the touch screens. We will also share programming developments and begin discussing training logistics.

